

## Message Text

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PAGE 01 BONN 14355 01 OF 02 071910Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----123303 071927Z /45

R 071902Z AUG 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0908  
AMCONSUL FRANKFURT  
AMCONSUL MUNICH

UNCLAS SECTION 01 OF 02 BONN 14355

E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJECT: ADS REQUEST - FULLER-O'BRIEN INTERNATIONAL  
SALES, SOUTH SAN FRANCISCO, CA

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE  
ONLY THE FOLLOWING PROSPECT(S):

FA. BRUECKL  
HALLBERGMOOSERSTRASSE 27  
8050 FREISING-ATTACHING  
CONTACT: HERR BRUECKL, JUNIOR  
PHONE: 08161/3672  
COMMENT: FIRM WAS FOUNDED IN 1967, EMPLOYS 4 PERSONS  
IT IS INTERESTED IN EXPANDING ITS PRESENT SALES  
PROGRAM. IT IS SAID TO MAKE SATISFACTORY PROFITS.  
COMPANY WOULD LIKE ADDITIONAL PRODUCT LITERATURE IN  
GERMAN, IF AVAILABLE.

AMCONSUL FRANKFURT COMMENT: ACCORDING TO RELIABLE  
TRADE SOURCES, A LASTING AND SUCCESSFUL ENTRY INTO  
THE WEST GERMAN PAINTS AND COATING MARKET BY ANY  
FOREIGN COMPETITOR, INCLUDING THOSE FROM THE UNITED  
STATES, IS AGGRAVATED BY THE FACT OF A HIGHLY COM-  
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PETITIVE DOMESTIC MARKET WITH REGARD TO PRODUCT  
QUALITY AND PRICE.

WITH SPECIFIC REFERENCE TO (1) AUTOMOTIVE COATINGS,  
OFFERED UNDER THIS ADS, THE U.S. MANUFACTURER SHOULD  
BE AWARE THAT AT PRESENT APPROXIMATELY 3,000 DIFFERENT  
SHADES OF COLORS ARE CONSTANTLY BEING USED BY THE

AUTOMOTIVE INDUSTRY AND REFINISHING SHOPS IN WEST GERMANY. BESIDES, THE AUTOMOTIVE MANUFACTURERS, IN CLOSE COOPERATION WITH DOMESTIC MANUFACTURERS OF PAINTS AND COATINGS, CONSTANTLY EXCHANGE R & D FOR THE IMPROVEMENT OF PAINTS AND COATINGS. ANY DISTRIBUTOR FOR AUTOMOTIVE COATINGS WILL HAVE TO BE A STOCKING DISTRIBUTOR, ABLE TO MEET AT SHORT NOTICE (OF ONE OR TWO DAYS) THE SPECIFIC COLOR COMPOSITION(S) OF HIS CLIENT(S). LEADING DOMESTIC COATING MANUFACTURERS, THEREFORE, SUPPLY DIRECTLY AND/OR THROUGH THEIR OWN SALES/DISTRIBUTION NETWORK, TO POTENTIAL END USERS, THAT IS AUTOMOTIVE MANUFACTURERS.

WITH SPECIFIC REFERENCE TO (2) CONTAINER COATINGS FOR BEVERAGE AND FOOD: PRIOR TO CONSIDERING THE ENTRY INTO THE WEST GERMAN MARKET WITH THESE PRODUCTS, THE U.S. MANUFACTURER SHOULD MAKE SURE TO MEET THE EXTREMELY STRINGENT STANDARDS FOR HEALTH AND SAFETY IMPOSED BY THE FEDERAL GERMAN MINISTRY OF HEALTH (BUNDESMINISTERIUM FUER JUGEND FAMILIE UND GESUNDHEIT). THE U.S. PAINTS AND COATINGS MANUFACTURERS ASSOCIATION - NPCA - REPORTEDLY DISPOSES OF THE PERTINENT REGULATIONS WHICH APPLY IN WEST GERMANY.

IN VIEW OF THE ABOVE, THE POTENTIAL U.S. MANUFACTURER

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----123300 071928Z /45  
R 071902Z AUG 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0909  
AMCONSUL FRANKFURT

AMCONSUL MUNICH

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MIGHT WISH TO CONSIDER TO COME TO SOME MUTUALLY PROFITABLE ARRANGEMENT WITH ORIGINAL PRODUCT MANUFACTURERS OF COATINGS AND/OR AUTOMOBILES, TRUCKS, ETC., IN WEST GERMANY, OR MAKE A LONG-RANGE INVESTMENT FOR THE PURPOSE OF BUILDING UP HIS OWN SALES/ DISTRIBUTION NETWORK IN WEST GERMANY, OR CONCENTRATE ON THE SELLING OF HIS PRODUCTS TO THE PROCUREMENT AGENCIES OF THE U.S. ARMED FORCES IN WEST GERMANY.

LISTED BELOW IS THE NAME AND ADDRESS OF A MAJOR BONA FIDE BUSINESS CONTACT DOING BUSINESS WITH THE UNITED STATES ARMED FORCES IN THE RHEIN MAIN AREA, FOR PAINTS AND COATINGS. ACCORDING TO HIS INITIAL REACTION TO THIS ADS OFFER, HE WILL COMMUNICATE DIRECTLY WITH THE U.S. COMPANY:

WESTPHAL GMBH  
RATHENAUSTRASSE 21  
D-6078 NEU-ISENBURG  
CONTACT: MR. KIRSCH  
PHONE: 06102-6057

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APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR  
MEEHAN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
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**Copy:** SINGLE  
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**Disposition Approved on Date:**  
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**Disposition Comment:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
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**Expiration:**  
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**TAGS:** BEXP, GE  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014